

Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W
-----103839 011529Z /40

R 311837Z JAN 78
FM AMEMBASSY CAIRO
TO SECSTATE WASHDC 4969
USDOC WASHDC
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USLO RIYADH
AMEMBASSY SANA
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMEMBASSY TRIPOLI
AMEMBASSY TUNIS

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USDOC FOR CAGNE
ATHENS FOR RTDO

E. O. 11652: N/A
TAGS: BEXP, EG
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SUBJ: USDOC/CAGNE TRADE PROMOTION EVENT SCHEDULE, FY 1980

REF: STATE 19944

1. EMBASSY RECOMMENDS FOLLOWING USDOC TRADE PROMOTION
EVENTS IN FY 1980:

2. (A) PRODUCT: TEXTILE EQUIPMENT

TEXTILE MANUFACTURING IS, AND WILL REMAIN, ONE OF EGYPT'S MOST IMPORTANT INDUSTRIES. CURRENT AID-FINANCED REHABILITATION OF MEHALLA EL KUBRA COMPLEX SHOULD PROVIDE EXCELLENT MARKET INTRODUCTION FOR US FIRMS. IBRD AND ARAB DEVELOPMENT FUNDS ARE CURRENTLY FINANCING OTHER TEXTILE PROJECTS, AND MAJOR PUBLIC SECTOR BANK IS SPONSORING MULTI-MILLION DOLLAR TEXTILE COMPLEX WEST OF ALEXANDRIA. THERE IS ALSO GROWING INTEREST FROM PRIVATE SECTOR AND FOREIGN INVESTORS IN TEXTILE-RELATED PROJECTS. COMMERCIAL OPPORTUNITIES IN THIS FIELD SHOULD CONTINUE EXPAND.

(B) VEHICLE: TRADE MISSION.

(C) TIMING: OCTOBER 1979 WOULD BE SUITABLE TIME. LOCAL HOLIDAYS: POPULAR RESISTANCE DAY - OCTOBER 24; KURBAN BAIRAM. EXACT DATE TO BE DETERMINED.

(D) SOME DATA AVAILABLE IN 77 CAIRO A-145. STUDIES BY AID, IBRD, AND OTHER PROJECT FINANCING INSTITUTIONS SHOULD ALSO BE AVAILABLE.

3. (A) ELECTRONIC DATA PROCESSING EQUIPMENT.

POST BELIEVES EGYPTIAN MARKET INCREASINGLY INTERESTED IN AND ABLE TO ABSORB ELECTRONIC DATA PROCESSING EQUIPMENT. MOST GOVERNMENTAL AGENCIES HAVE NEED TO IMPROVE UNCLASSIFIED

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RECORD KEEPING AND INFORMATION RETRIEVAL, AND A NUMBER ALSO HAVE NEED FOR MORE SOPHISTICATED APPLICATIONS OF COMPUTER TECHNOLOGY. GROWING PRIVATE SECTOR SHOULD ALSO PROVE GOOD MARKET.

(B) SEMINAR MISSION.

(C) LATE JANUARY OR EARLY FEBRUARY 1980 (AFTER CHRISTMAS HOLIDAYS, BUT BEFORE CAIRO FAIR). LOCAL HOLIDAYS: MOULED EL NABI (EXACT DATE UNCERTAIN).

(D) POST ABILITY UNDERTAKE DETAILED RESEARCH LIMITED. USDOC MAY WISH CONSIDER COMMISSIONING MARKET STUDY.

4. (A/B) CAIRO INTERNATIONAL FAIR. THERE HAS BEEN OFFICIAL US PARTICIPATION IN THIS ANNUAL EVENT SINCE 1975. EXHIBITION EXHIBITORS HAVE GENERALLY FOUND IT A VERY WORTHWHILE PROMOTIONAL VEHICLE.

(C) MARCH 1980. EXACT DATES WILL BE SET BY FAIR AUTHORITIES.

(D) FAIR IS A GENERAL COMMERCIAL/INDUSTRIAL SHOW,
NOT SPECIALIZED AS TO TYPE OF PRODUCT. NO SPECIFIC
MARKET RESEARCH INVOLVED.

5. (A) FOOD PROCESSING AND PACKAGING EQUIPMENT.
FOOD PROCESSING IS CURRENTLY A MAJOR INDUSTRY IN EGYPT
AND, IN VIEW OF COUNTRY'S AGRICULTURAL WEALTH, WILL
CONTINUE TO BE AN IMPORTANT FOCUS OF ECONOMIC ACTIVITY.
MANY EXISTING PLANTS REQUIRE MODERNIZATION AND NEW ONES
ARE PLANNED BY BOTH PRIVATE AND PUBLIC SECTORS. AGRI-
BUSINESS SCHEMES, MOST OF WHICH WILL INVOLVE SOME ASPECT
OF FOOD PROCESSING OR PACKAGING, HAVE ALSO ATTRACTED
INTEREST OF FOREIGN INVESTORS. IN ADDITION, EGYPTIANS
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ARE INTERESTED IN AUTOMATING METHODS OF PRODUCING MANY
TRADITIONAL FOOD ITEMS.

(B) TRADE MISSION, OR POSSIBLY SEMINAR MISSION.

(C) LATE APRIL OR EARLY MAY 1980, AFTER CAIRO FAIR.

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ACTION NEA-10

INFO OCT-01 ISO-00 EUR-12 EB-08 /031 W
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AMEMBASSY TUNIS

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6. ALTERNATE THEMES (COULD BE FIT INTO ANY OF TIME PERIODS NOTED ABOVE):

(A) WATER AND SEWAGE PLANTS AND EQUIPMENT.

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MARKET OPPORTUNITIES IN THIS AREA SHOULD BE SIGNIFICANT IN VIEW OF RECONSTRUCTION IN CANAL AREA. PLANNED NEW CITIES, AND REHABILITATION OF OLDER WATER AND SEWAGE SYSTEMS IN MAJOR CITIES OF CAIRO AND ALEXANDRIA. SUBSTANTIAL AID, IBRD AND OTHER DONOR FUNDS WILL BE DEVOTED TO PROJECTS IN THIS FIELD. SOME MARKET INFORMATION AVAILABLE IN AID AND OTHER STUDIES.

(B) HEAVY CONSTRUCTION EQUIPMENT. CONSTRUCTION SECTOR IS ONE OF MOST ACTIVE AREAS OF ECONOMIC ACTIVITY. RECONSTRUCTION OF SUEZ CANAL CITIES, PLANS FOR BUILDING NEW TOWNS IN NON-AGRICULTURAL DESERT LANDS, AND CONTINUING NEED TO ACCOMMODATE EXPANDING POPULATION SHOULD MAKE FOR AN INCREASINGLY IMPORTANT MARKET. MISSION SHOULD CONCENTRATE ON BASIC ITEMS OF HEAVY CONSTRUCTION EQUIPMENT AND MACHINERY--BULLDOZERS, CRANES HEAVY TRUCKS, DUMPERS, ETC. IT SHOULD NOT BE GENERALIZED MIS-89, 9, "BUILDING AND CONSTRUCTION"--A THEME WE HAVE FOUND TOO BROAD TO BE USEFUL. EILTS

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